

GREENBERG QUINLAN ROSNER RESEARCH

New Take on the New Economy

National Voter Survey for the Economic Media Project

November 18, 2014



DEMOCRACY CORPS

C A R V I L L E ♦ G R E E N B E R G

Methodology

This presentation is based on our latest national survey conducted by Greenberg Quinlan Rosner for Democracy Corps and the Economic Media Project.

The survey of 950 2012 voters including 698 likely 2014 voters nationwide was conducted from October 16-21, 2014. Voters who voted in the 2012 election or registered since were selected from the national voter file. Likely voters were determined based on a combination of vote history and stated intention of voting in 2014.* Data shown in this deck is among all 2012 voters unless otherwise noted.

Unless otherwise noted, margin of error for the full sample= +/-3.2 percentage points at 95% confidence. Margin of error for likely 2014 voters= +/-3.4

50 percent of respondents were reached by cell phone, in order to account for ever-changing demographics and trying to accurately sample the full American electorate.

*This is a change in methodology for Democracy Corps surveys which were previously conducted using Random Digit Dialing.

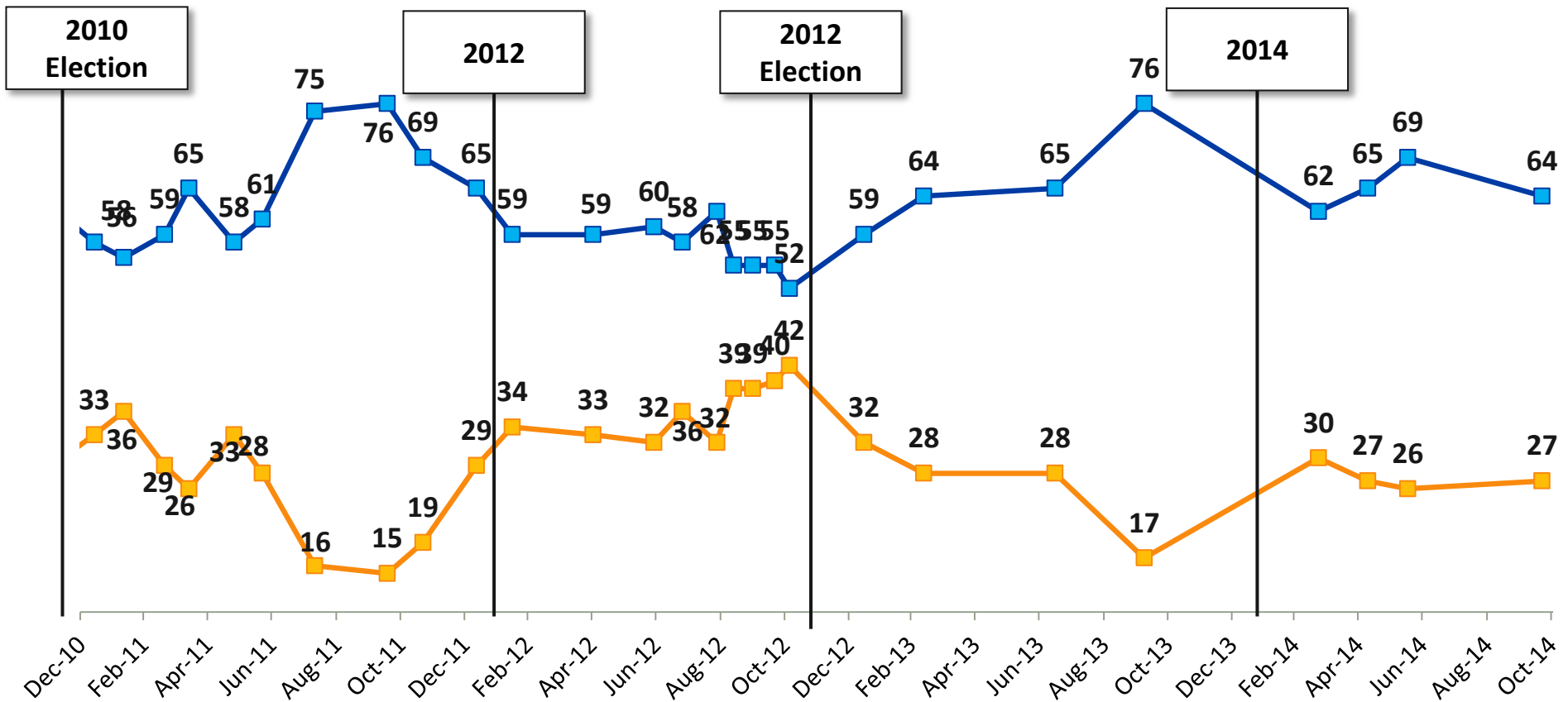
The State of the Economy

Voters pessimistic about direction of country

Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

— Right Direction

— Wrong Track

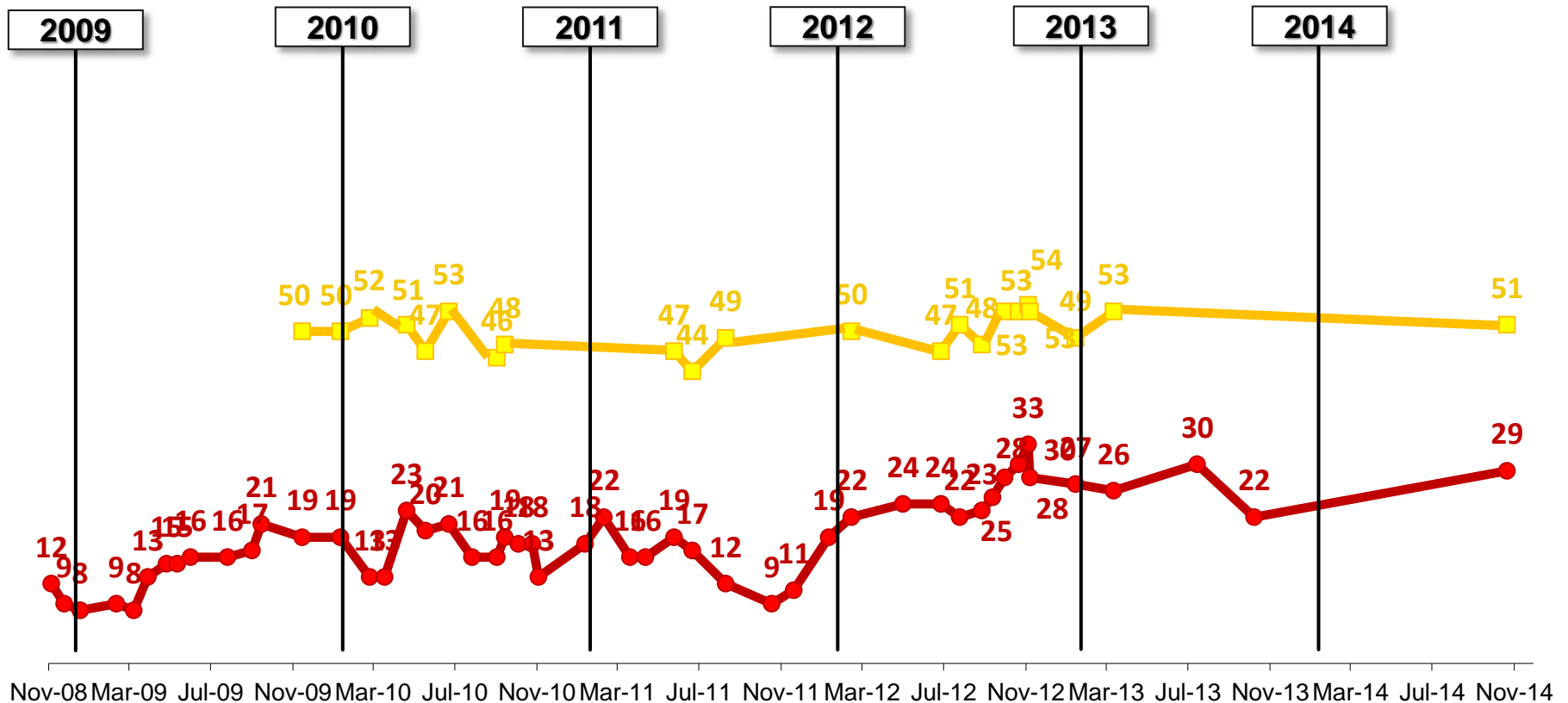


Perception of macro economy has improved, but no change in personal finances

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

● The state of the economy

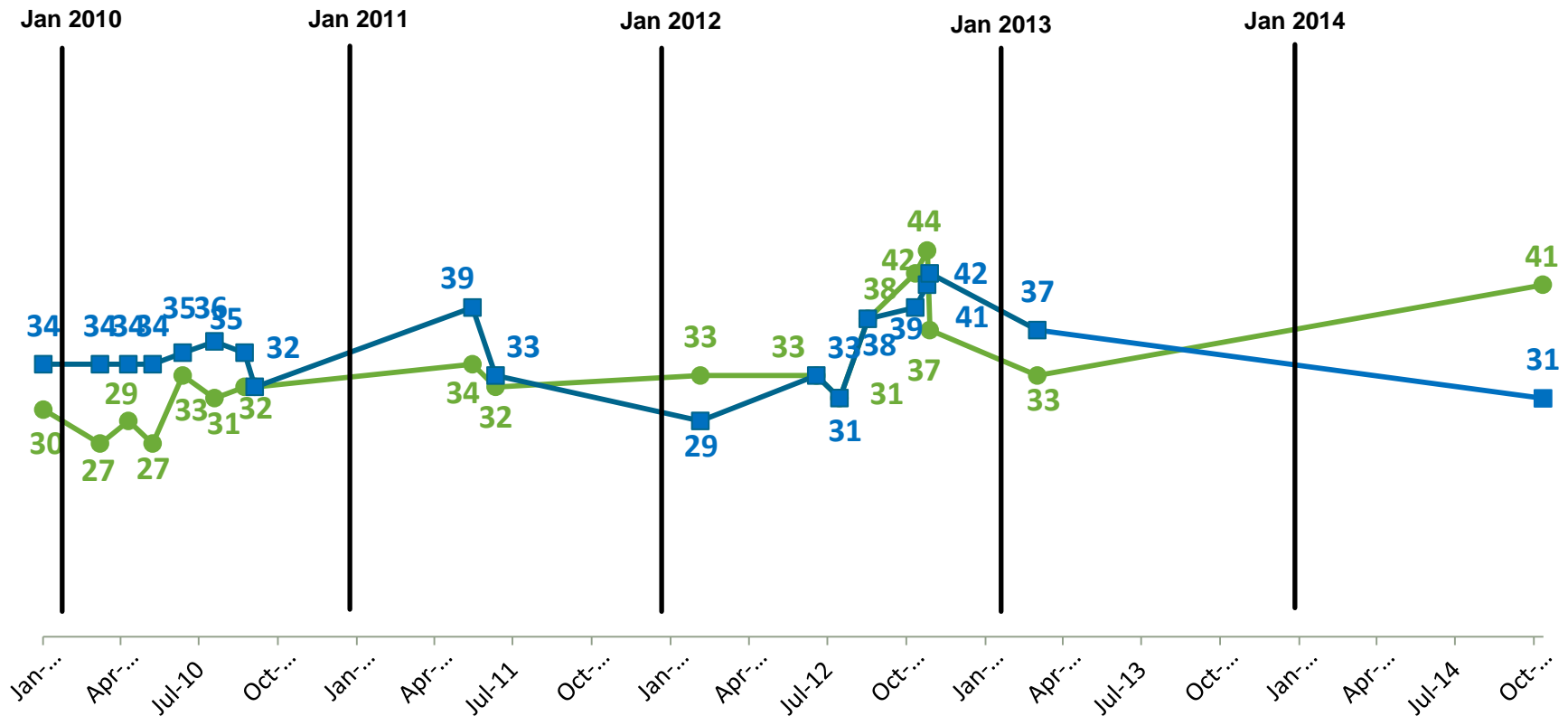
■ The state of your personal finances



Personal labor market has improved over last 18 months

I'm going to read you a list of economic experiences some people have recently had. For each one, please tell me if you have directly experienced this in the last year, if your family has directly experienced this in the last year, or if someone you know well, like a friend, neighbor or co-worker, has experienced this or if no one you know well has experienced it.

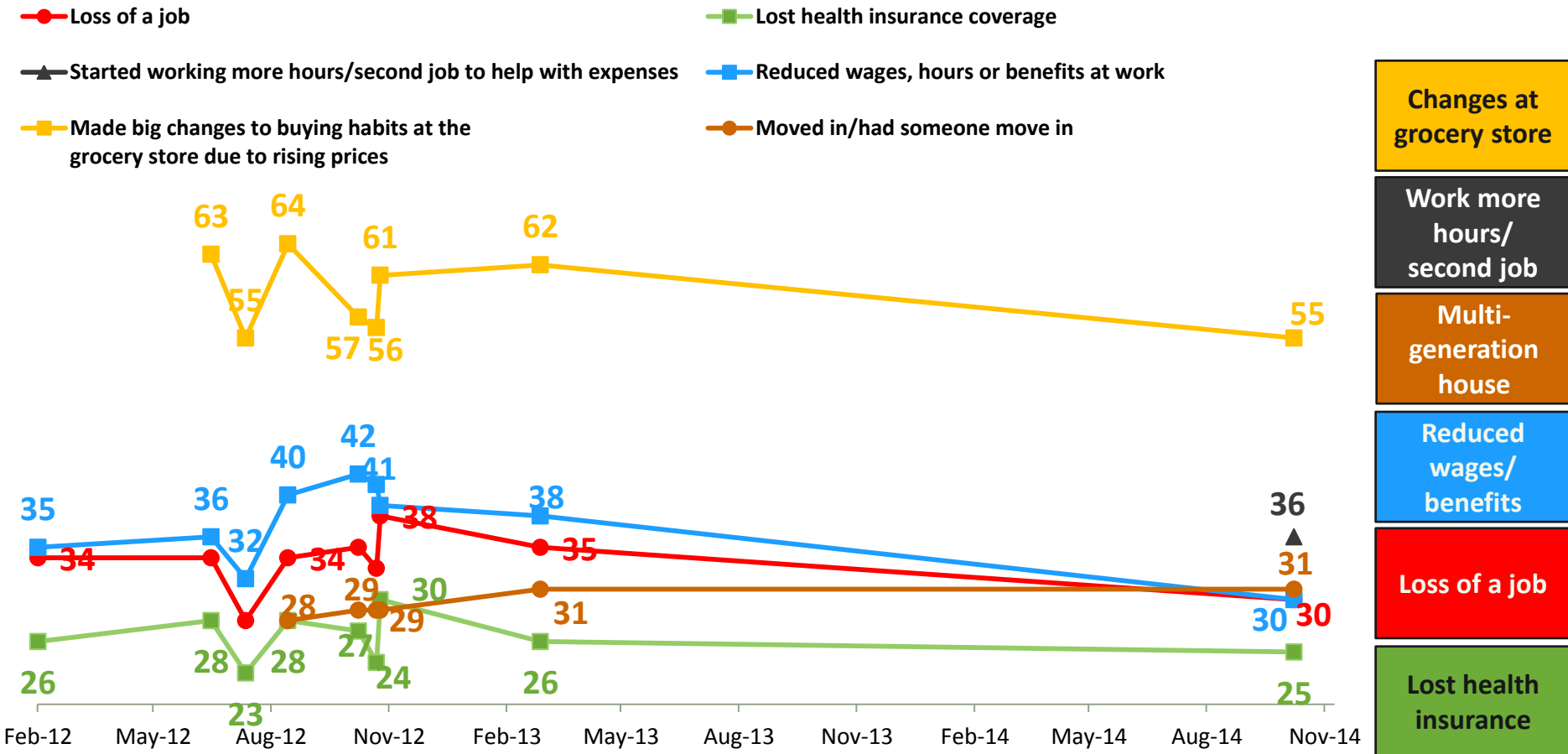
● Got a new job ■ Rejoined the job market and began to look for work again



*Note: From Democracy Corps surveys from January 2010 to the present. Data reflects the total of those who have felt a personal impact or an impact on someone in their family.

While not being cut back further on wages and benefits, most micro indicators have not changed

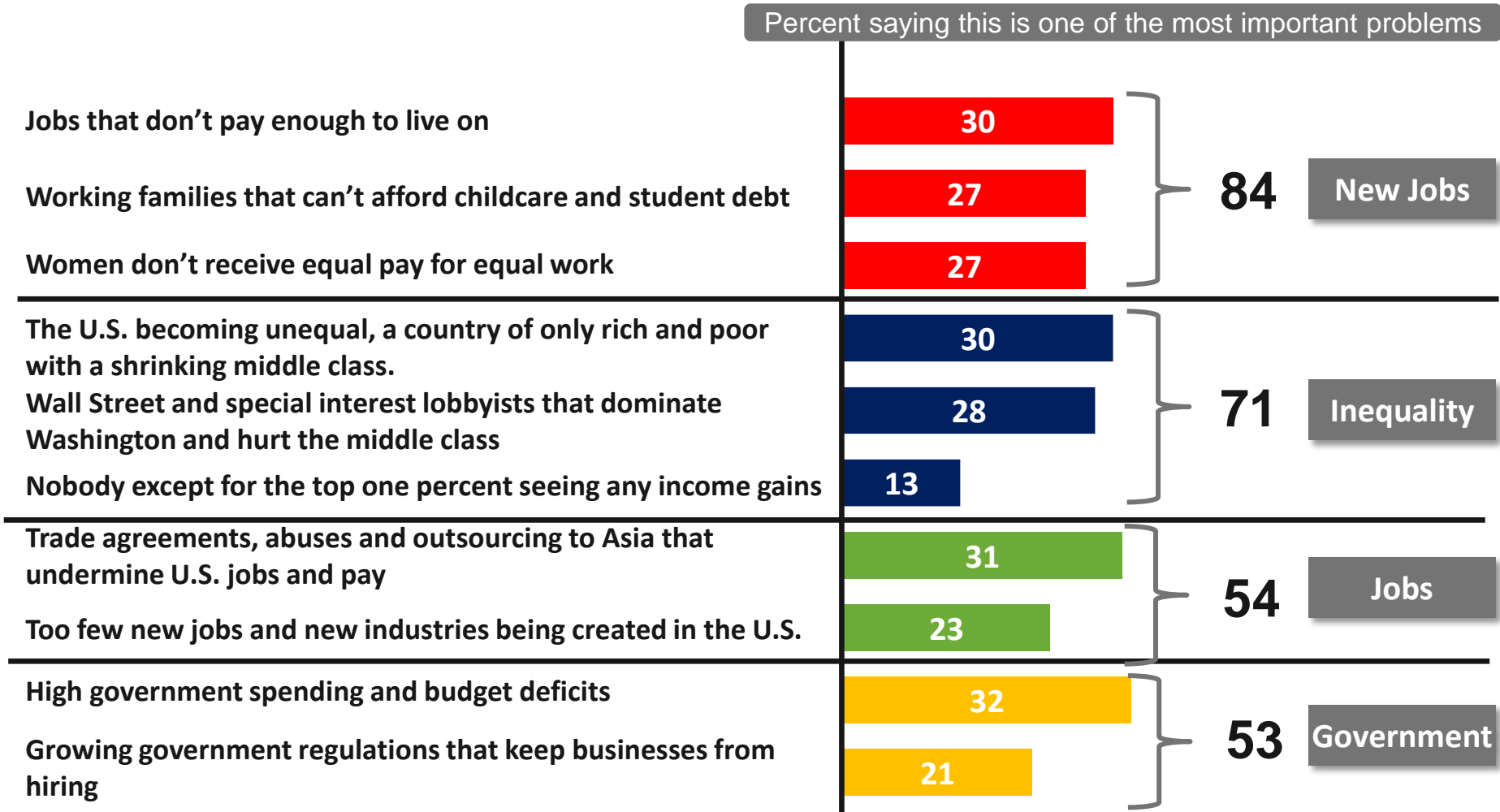
I'm going to read you a list of economic experiences some people have recently had. For each one, please tell me if you have directly experienced this in the last year, if your family has directly experienced this in the last year, or if someone you know well, like a friend, neighbor or co-worker, has experienced this or if no one you know well has experienced it.



*Note: From Democracy Corps surveys from February 2012 to present. Data reflects the total of those who have felt a personal impact or an impact on someone in their family.

Character of new jobs and inequality at center of new economic consciousness

Now I am going to read a list of problems with the economy. After I read this list, tell me which THREE problems are the most important to address when it comes to the economy.



The character of jobs at heart of economy for Rising American Electorate

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Rising American Electorate

Percent saying this is one of the most important problems

Women don't receive equal pay for equal work

36

Jobs that don't pay enough to live on

35

Working families that can't afford childcare and student debt

33

104

New Jobs

The U.S. becoming unequal, a country of only rich and poor with a shrinking middle class.

34

Wall Street and special interest lobbyists that dominate Washington and hurt the middle class

25

Nobody except for the top one percent seeing any income gains

12

71

Inequality

Trade agreements, abuses and outsourcing to Asia that undermine U.S. jobs and pay

31

Too few new jobs and new industries being created in the U.S.

20

51

Jobs

High government spending and budget deficits

23

Growing government regulations that keep businesses from hiring

13

36

Government

*Note: The first category adds up to over 100, as voters were allowed to pick their top three concerns, instead of just one.

Unmarried women also particularly focused on character of new jobs

Now I am going to read a list of problems with the economy. After I read this list, tell me which THREE problems are the most important to address when it comes to the economy.

Unmarried Women

Percent saying this is one of the most important problems

Women don't receive equal pay for equal work

41

Jobs that don't pay enough to live on

36

Working families that can't afford childcare and student debt

32

109 New Jobs

The U.S. becoming unequal, a country of only rich and poor with a shrinking middle class.

34

Wall Street and special interest lobbyists that dominate Washington and hurt the middle class

23

Nobody except for the top one percent seeing any income gains

11

68 Inequality

Trade agreements, abuses and outsourcing to Asia that undermine U.S. jobs and pay

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Too few new jobs and new industries being created in the U.S.

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48 Jobs

High government spending and budget deficits

24

Growing government regulations that keep businesses from hiring

8

32 Government

*Note: The first category adds up to over 100, as voters were allowed to pick their top three concerns, instead of just one.

Remarks by President Obama

“You think about when I came into office, we were seeing the worst economic crisis in our lifetimes. Unemployment was about 800,000 per month we were losing jobs. And over the past four and a half years, America has created more than 10 million new jobs. We've created more jobs than Japan, Europe, and all the advanced countries combined. (Applause.) Over the past six months, our economy has grown at the fastest pace in more than 10 years. There's almost no economic measure where we are not doing better now than when Dan took office or when I took office.” **Remarks by the President at Rally for Governor Dan Malloy at Central High School in Bridgeport, Connecticut, November 2, 2014.**

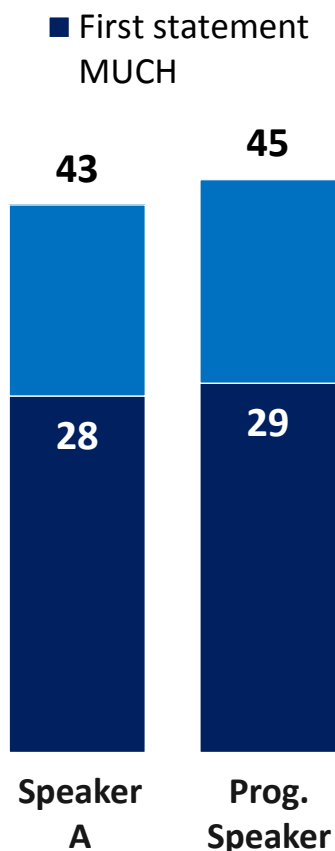
“This country has made real progress since the crisis six years ago. The fact is, more Americans are working. Unemployment has come down. More Americans have health insurance. Manufacturing has grown. Our deficits have shrunk. Our dependence on foreign oil is down, as are gas prices. Our graduation rates are up. Our businesses aren't just creating jobs at the fastest pace since the 1990s. Our economy is outpacing most of the world. But we've just got to keep at it until every American feels the gains of a growing economy where it matters most, and that's in their own lives.” **Remarks by the President in a Press Conference in the East Room of the White House, Washington, D.C., November 5, 2014.**

Winning the economic argument

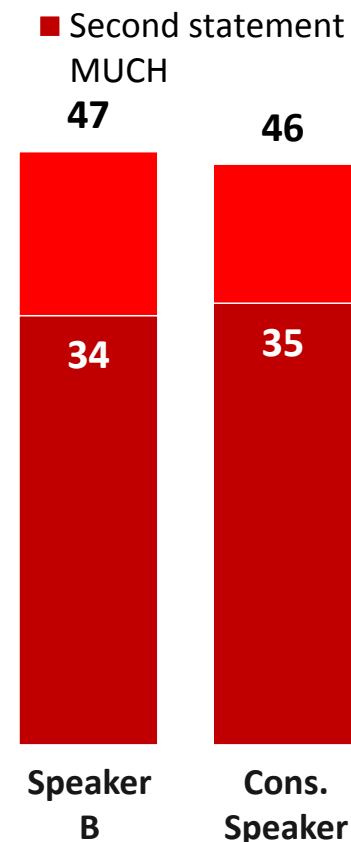
Economic debate at parity

I want you to imagine you are listening to a debate on the topic of the economy. Considering these two statements, which person do you trust more to address the economy – (Speaker A/the Progressive Speaker) or (Speaker B/the Conservative Speaker)?

(Speaker A/Progressive Speaker) says: Our country's highest priority should be growth that creates full employment and raises incomes at every level, not just at the top. That requires raising the minimum wage and public investment in things like transportation and education. Markets don't always produce the best outcomes, so we need to rein in corporate power that harms regular people, small businesses and our economy. Raising taxes for the top one percent is key to reducing inequality.



(Speaker B/Conservative Speaker) says: Our economy works best when government is smaller and entrepreneurs and small businesses play a bigger role. So our biggest priority should be cutting government spending, including out-of-control entitlement spending, and removing government regulation that does more harm than good. We should be simplifying the tax code so government doesn't pick winners and losers and cutting taxes permanently for all taxpayers and corporations to spur growth.



Middle class pillar does not dominate entrepreneurship and small business

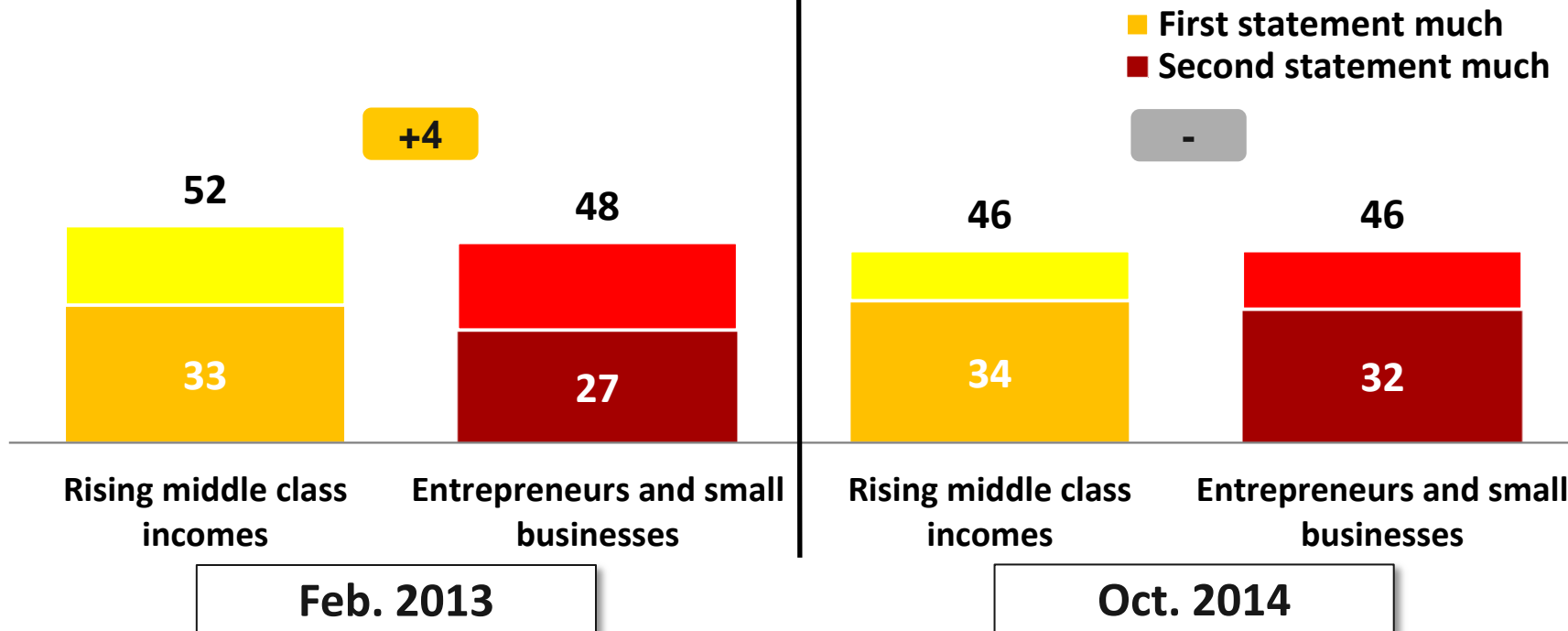
Now I'm going to read you some pairs of statements about the economy. For each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

What drives America's economic growth is rising middle class incomes

What drives America's economic growth are entrepreneurs and small businesses with the resources to invest and take risks.

The greatest driver of America's economic growth is rising middle class incomes and a prosperous middle class.

The greatest drivers of America's economic growth are entrepreneurs and small businesses with the resources to invest and take risks.

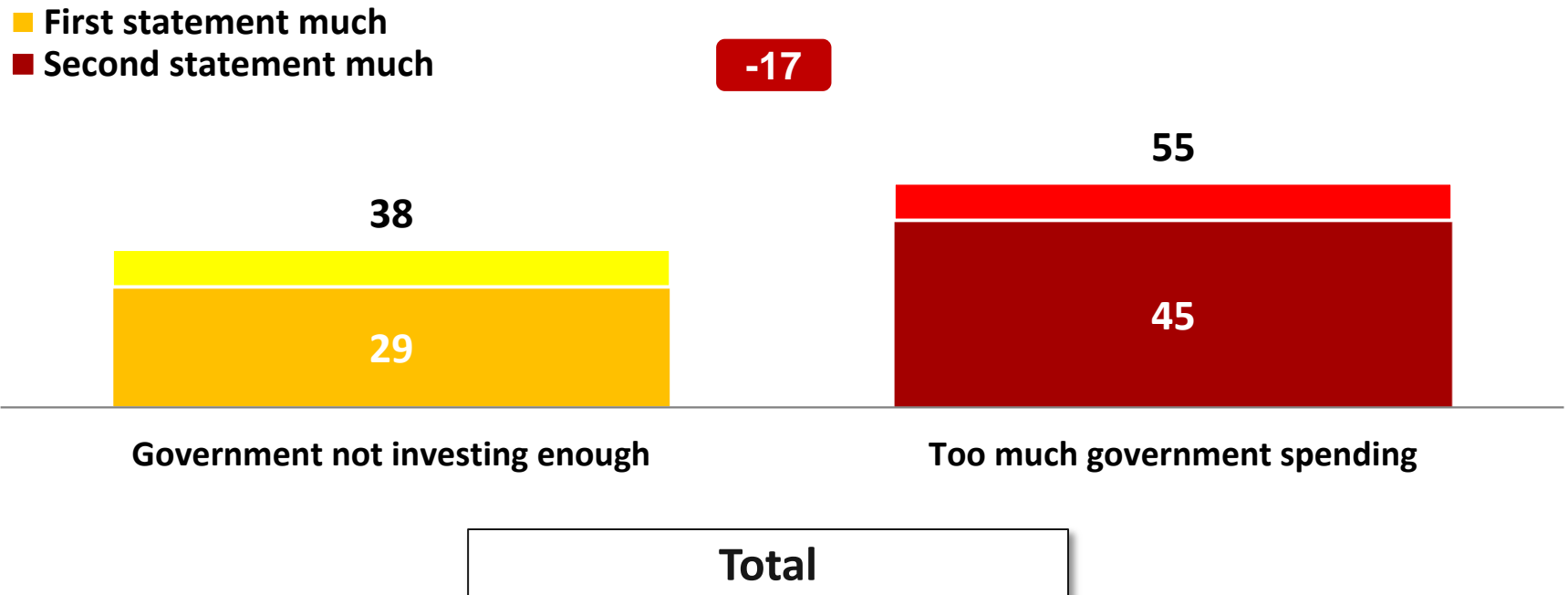


Austerity still prevails over full employment spending

Now I'm going to read you some pairs of statements about the economy. For each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

The bigger economic problem our country faces is that government is not investing enough to grow the economy and get to fuller employment that produces higher wages.

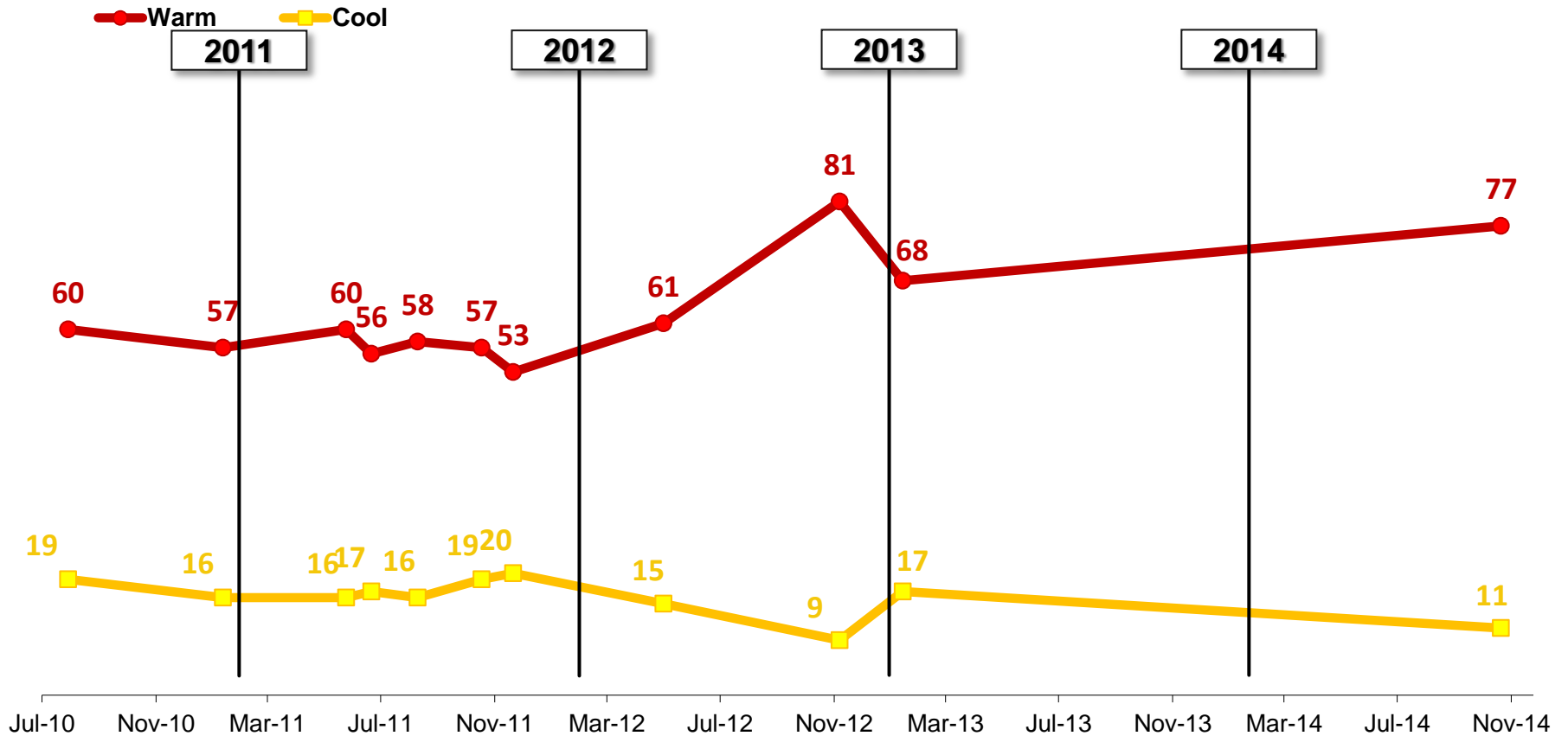
The bigger economic problem our country faces is that there is too much government spending and interference in markets which prevents companies from creating jobs.



But rising support for a plan to invest in new industries

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold...

A plan to invest in new industries and rebuild the country and create jobs over the next five years.



Inequality

Inequality of rich and poor and middle class trumps regard for business and markets

Now I'm going to read you some pairs of statements about the economy. For each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

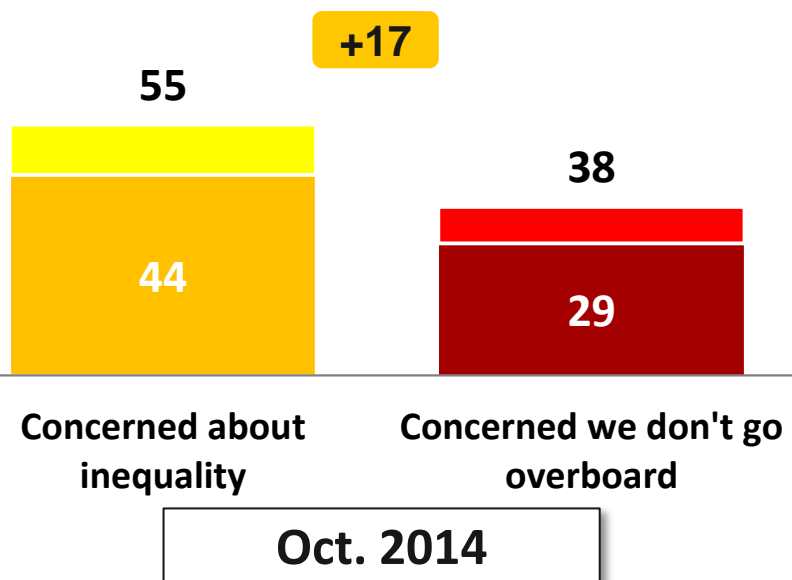
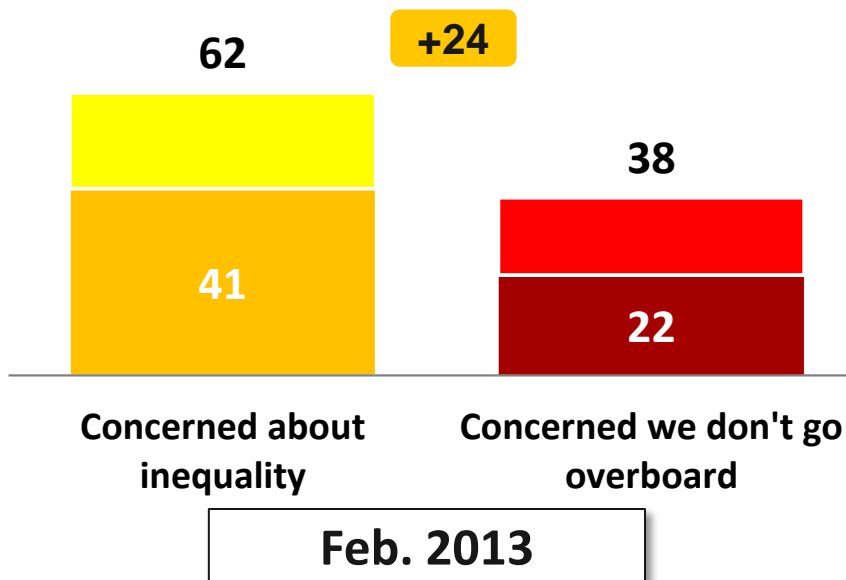
I'm more concerned about growing inequality, because we are turning into a country with only very rich and very poor.

I'm more concerned that that we don't go overboard and punish entrepreneurs for being successful and keep businesses from investing and strengthening the economy

I'm more concerned about reducing growing inequality, because we are turning into a country with only very rich and very poor and no real middle class.

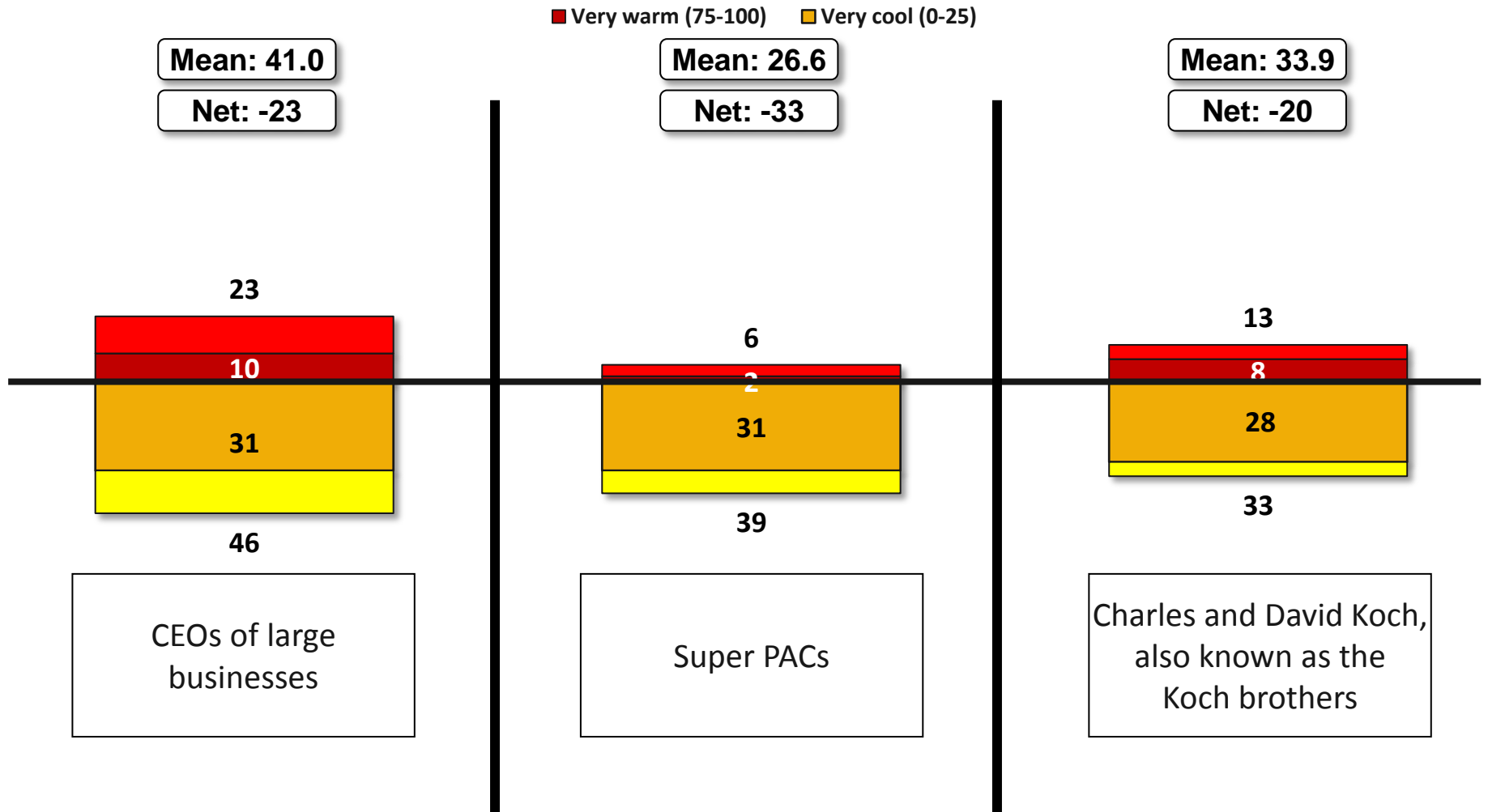
I'm more concerned that that we don't go overboard and punish entrepreneurs for being successful and keep businesses from investing and strengthening the economy

■ First statement much
■ Second statement much



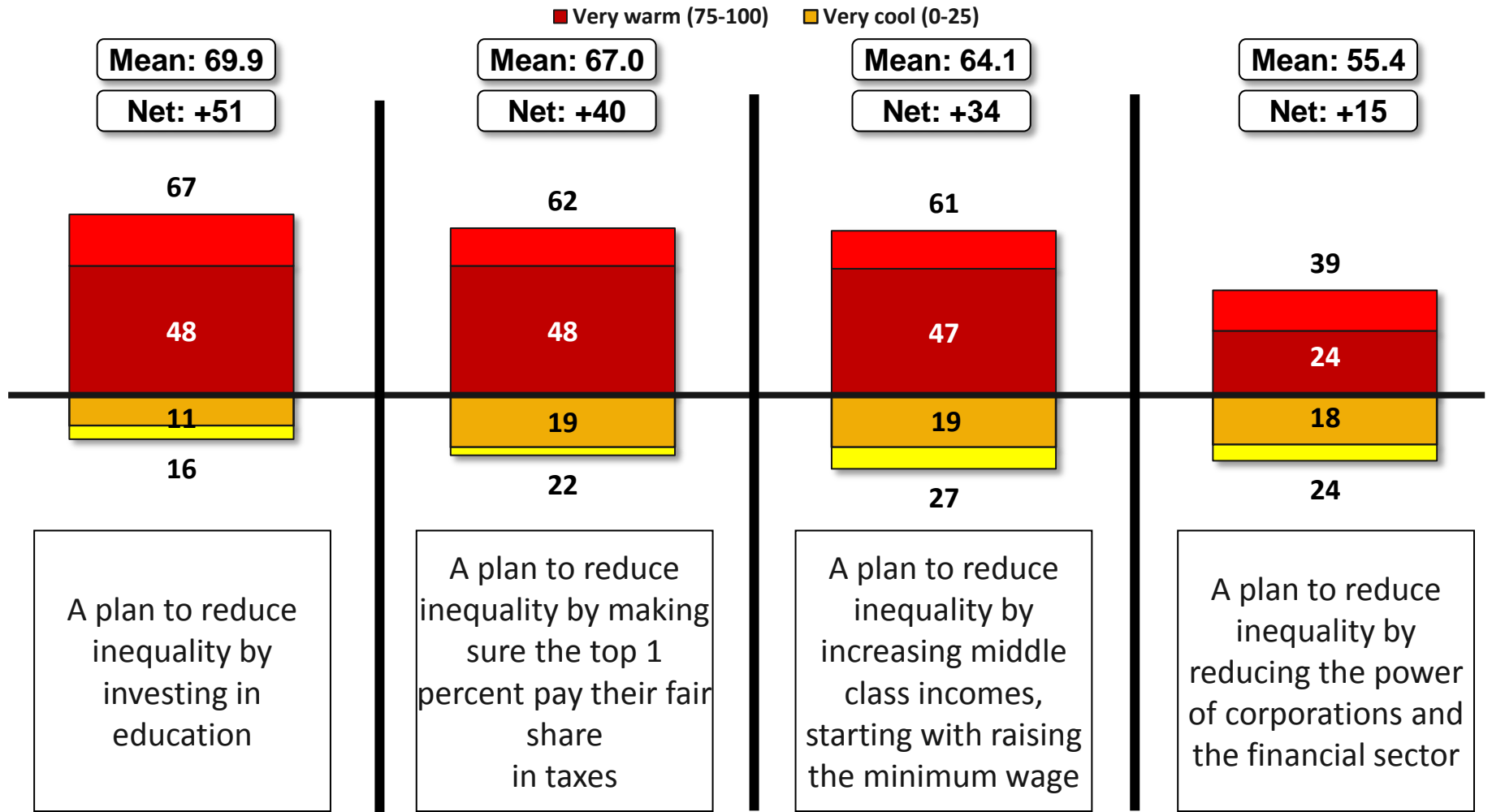
CEOs of large businesses and campaign arm viewed very negatively

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Public says address inequality with education, taxing top one percent, and raising minimum wage to get better paying jobs

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